

Abstract

A advice and search system and method in which a user is prompted to complete a profile, which the system understands and uses to trigger applicable rules in a knowledge matrix. The triggered rules are summarized to exclude conflicts and determine the output characteristic values (which define the optimal characteristics). In conjunction with the preset categorized, output characteristic searching order, and with output characteristic passing standards, these output characteristic values are fed into the searching schema, generating an individualized search engine for each distinct profile. This search engine queries the characterized inventory database ultimately resulting in prioritized inventory selections (again unique to each profile).